

ROSENWALD'S DAILY STORE NEWS

STORE OPENS AT 8 A. M. CLOSES 6 P. M.
OPEN SATURDAY UNTIL 9:30 P. M.

ALBUQUERQUE, MONDAY, SEPTEMBER 27.

TOO BUSY TO COME DOWN?
CALL US AND GIVE YOUR ORDER.Women's and Misses Fall Suits
at \$25.00**\$25.00 Suits are Always a Feature Here**

You are sure to be greatly surprised at the excellent manner in which the new Fall styles have been portrayed at this price. How well they are tailored and how perfectly they fit.

Here are Suits that were made to sell for more than \$25, but it has long been a conceded fact that Rosenwald's lead in styles and value at \$25 and this year is to be no exception.

We are offering most extraordinary values at this price. The Suits are made of all-wool materials, coats guaranteed satin lined; some plain tailored, others in semi-tailored effects with collars and cuffs of velvet or trimmed with fur. The color range includes navy, African brown, bottle green and black; also novelty checks.

New Neckwear

Very few women can withstand the charm of pretty Neckwear. There are so many new and appealing creations for the coming season. The daintiest white collars, large, round Quaker styles, with futurist embroidery in Oriental designs and colors. There are also vest-neck, sets and fish-tail of nets, chiffons and crepe.

"Comf" Underwear for Ladies and Children

Chilly nights and mornings make one think of Fall weight underwear, and if you are ready to change into heavier garments we are ready to show you the finest lines of medium and heavy weight underwear you have ever seen at the prices we are selling them for.

HARVARD MILLS VESTS AND PANTS, HARVARD MILLS UNION SUITS, DR. DENTON'S SLEEPING GARMENTS.

And the Rosenwald guarantee of satisfactory fit, finish and wear goes with every garment we sell.

Our New Stock of Laces for Fall

At this Department you will find many exclusive Novelties in Laces and Trimmings that cannot be had elsewhere. Designs that are most beautiful, rich and distinctive.

Flouncings, Nets and Alouvers.

Chantilly, Spanish and Alencon Laces.

Beaded, Spangled and Opalescent Laces and Trimmings.

Garnitures, Tassels and Ornaments.

The Latest Novelties shown are:—The Antique, Metal and Mandarin Trimmings, Metal Laces, Silver and Gold Venise Edges and Bands. Gold and Silver Lace Flouncings for Dresses. New wide Bands for Waist Trimmings.

New Chiffon and Georgette Crepe, in all shades, plain and figured.

New Net Top Edges with Venise effects.

Beautiful Line of Silk Nets in all colors, Russian Green, Belgian Blue, Brown, Iris, Purple and Emerald Green.

The new Bordered Veils; Feather Boas; Buttons; Buckles and Brands.

A Silk Stock that Has Not a Peer

We cannot speak too forcibly regarding our Stock of Silks for this season. One will find here the largest variety and they will also to their greatest satisfaction the biggest values. When in need of Silks visit first of all Rosenwald's.

Amongst the Fancy Silks are:—Satin Striped Taffeta for Evening and Street Dresses and Waists. Black Taffeta with white satin stripes, specially attractive. Plaid Silks in a wide range of patterns, blue and green color seem to predominate, suitable for Waists and in combination with other materials.

Georgette Crepe and Chiffon Cloth in all the latest Evening and Street Shades.

The plain weaves include the following:—Chiffon Taffeta, Crepe de Chine, Quaker Satin, Crepe Meteor, Faille and Satin de Laxe.

We have a very complete Line of Black Silks, including both the Foreign and Domestic makes.

All Correct Weaves in Dress Goods

This Stock includes all the Fashionable Plain Weaves and also many exclusive styles in Novelties.

Fancy Mixtures, Plaids, Stripes, in the New Fall Colorings.

Plain Weaves—Wool Poplin and Silk and Wool Poplin, Gaberdine.

Broadcloth, Granite Cloth, Men's Wear and French Serges, etc.

Cotings in Fancy Mixtures and the popular Zibeline Weaves.

Wool Challies, Foreign and Domestic, for long and short Kimonos and for House Dresses.

Never so Many Smart Styles in Hats Before

It doesn't matter how "finicky" a woman is over the style of her hat, she'll fall in love with these stunning new models at once, and the particularly low prices will only serve to increase the intensity of her desire to be the proud owner of one or two of them.

If daintiness of materials, newness of styles and faithfulness of workmanship, combined with lowness of prices constitute "value," then you reach the highest pinnacle of satisfaction at once in our Millinery.

This is the Day of Beautiful Hosiery

The Time Has Passed When a Woman Can Be Careless.

Stocking are no longer considered a mere necessity by the carefully gowned woman.

They must reflect that appearance of perfect grooming, which is every woman's desire.

And they need not be very expensive to be very fine.

The Rosenwald Special No. 100 is a \$1 Silk Hose whose satisfaction is guaranteed. It is a stocking that is superior to many of the best dollar silk stockings manufactured.

Coat Style and Service

For Motoring, for Street, for General Service, Morning, Afternoon and Evening Coats.

Everything you could imagine in Ladies' and Misses' Fall Coat Styles; and more too. Materials: Serges, Gaberdines, Balina Cloth, Wool Plush, Cheviots, Broadcloths, Double Faced Goods, Two-toned Velvets and Corduroys, fur trimmed and otherwise. Novelty Mixtures, etc. All weights and lengths.

Storm Coats in Fancy Mixtures, Gaberdines and Rubber.

And all the smart effects in Sweater Coats.

Surely your Coat idea is here and at a price to suit.

A GENUINE SAVING ON EVERY PAIR

And Every Blanket is of Exceptional Quality Fluffy and Warm

Wool Blankets in plaids and solid colors, full size, extra weight, generally sold at \$6.00 and \$6.50; our regular price is \$5.00. SPECIAL, \$3.95.

Finest quality Australian Wool Blankets, extra size in block and broken plaids in attractive color combinations. Most stores sell this quality blanket at from \$8.50 to \$10.00; a leader with us at \$7.50. SPECIAL, \$5.95.

APPERSON AGENCY TO BE OPENED HERE SOON

Southwestern Distributor Arrives From El Paso to Open Salesrooms. After Rough Trip Over Camino Real.

"Between El Paso and Albuquerque the highway" is in very bad condition as a result of the recent heavy rains," said J. C. McCoy of the Paso City who arrived in an Apperson four passenger roadster. Mr. McCoy is the southwestern distributor for this make of cars and is here to place a subsidiary in Albuquerque. Just at noon as the agency is established Mr. McCoy intends leaving a carload ship-

ment of machines sent here from the factory.

"The road from the border to Albuquerque is being much traveled at this time of the year," Mr. McCoy said. "I passed a number of transcontinental tourists on the road. A majority of these tourists are en route to their homes in the east from the exhibitions in California. They made the trip to El Paso over the borderland to see Juarez and the attractions there and then come to Albuquerque and from here take the old Trails route eastward."

"Were it not for the recent rains the road would be in good condition. The highway from El Paso by way of Albuquerque and Trinidad is in much better condition, I understand, than are the roads through Texas which have been made almost impassable by recent rain storms."

In speaking of the proposed Denver-El Paso road race Mr. McCoy said: "There is much interest being manifested in El Paso over the much talked of Denver-El Paso automobile road race. It seems unlikely that there will be an El Paso-Phoenix road race this year and El Paso is anxious to have a race from Denver to there which would do by way of Santa Fe and Albuquerque. The business men of El Paso are ready to raise

their end of the purse. Such races are great advertising mediums for a city and Albuquerque would probably be a night cooled and would derive as much advertising out of the derby as either Denver or El Paso.

"REVOLUTIONISTS" ORDERED TO GET OUT OF TOWN BY POLICE

Under a suspended sentence of thirty days in jail Octavio Garcia and Pedro Escutia were ordered to leave Albuquerque Sunday by the police after they had been arrested on a charge of trying to incite a revolution against the United States government by organizing an armed force in this vicinity. The men were arrested last week by Deputy United States Marshal Galusha and Acting Chief of Police Pat O'Grady in a stable in the rear of G. Tod's store, 213 North Third street, where they were eating supper.

George Armijo of Durango, a member of the grand jury, reported to the officers that the men asked him to enlist in the movement to organize an army to take up arms against the United States government, saying that the Mexicans should all unite in the movement. They were then distributing Carranza proclamations and when arrested a number of similar proclamations were found in their possession. The men came to Albuquerque from the border and are believed to have been members of the party that has been organizing armed forces in the Big Bend country and firing at the United States troops and Texas rangers stationed there.

PERSONALS

Mr. Bernie McLure of Wheeling, West Virginia, is spending several days here visiting his daughter, Mr. McLure and his brother are the proprietors of the McLure hotel, one of the largest hotels in the Little Mountain state. He expects to return home next week.

The rifle team of Company K, New Mexico national guard, of Clovis, were in Albuquerque Sunday on their way to the rifle competition at Las Vegas, which begins today. In the party were Hobart Miller, Gus Pyckel, Perry Keown, Willis Westfall, J. V. Heiler and Lewis Thomas. The winners of the matches at Las Vegas become the state representatives to the national shoot at Jacksonville, Fla., which takes place some time in October.

After having been closed for practically a month, while repairs have been under way to piers and flooring, the Barcelas bridge, the principal avenue to Albuquerque from the west side farming districts, was opened to traffic Saturday. The bridge has been put in first-class condition for the winter.

FAIR PROGRAM TO BE A SOUVENIR EDITION

Messrs. Guber and Terrell, who bought the program concession for the state fair, announce that the program is being gotten up in a very attractive style on the souvenir order so that the fair visitors can send it back home to show what they saw at the fair and what the state in general is doing.

These programs will doubtless be read by a great many people from all over the state and by visitors from outside, and should be liberally patronized by the merchants and business men of the city and state, they announce not only as a business proposition, but for the reason that

they paid for the fair commission a goodly sum for the concession, which amount goes to help make the fair a success.

REAL ESTATE RECORD

(Published by the Retail Merchant's Association, week ending September 25, 1915, room 32, armet building, phone 293, C. G. Ackerman, secretary.)

WARRANTY DEEDS.

Walter M. Connell, et al. to E. H. Cristy, September 19, lots 41, 42, 43, 44 Housing place.

Eduardo Apodaca and wife to Ramon L. Castillo and wife, September 20 piece land in precinct 28, Atrisco, \$1.00.

Ramon L. Castillo, et al. to Jacobs

Gallegos, September 20, same as last above, \$1.00.

W. H. Hahn and wife to T. B. Stewart, September 20, lot 7, block 29, Brownwell and last addition, \$1.00.

Andres Romero and wife to Edward G. Miltenbaugh, September 20, piece land in precinct 2 Del Rio, \$1.

J. E. Haines and wife to T. A. Gietys, Sept mber 21, lots A, B, C, D, E, P, block J, Mandell B. and R. addition, \$1.00.

Ynes Chavez de Baca, et al. to Tel-esora Chavez de Chavez, September 21, land in Barcila, \$5.00.

T. B. Stewart and wife to A. C. La Priere, September 22, lot 7, block 29, B. and L. addition, \$1.00.

Annie E. McKenzie and husband to Barbara Hughes Sprull, September 23, lot 8, block 15, H. H. addition, \$1.

Save The Baby Use the reliable HORLICK'S ORIGINAL Malted Milk

Upbuilds every part of the body efficiently. Endorsed by thousands of Physicians, Mothers and Nurses the world over for more than a quarter of a century.

Convenient, no cooking nor additional milk required. Simply dissolve in water. Agree when other foods often fail.

Sample free, HORLICK'S, Racine, Wis. No Substitute is "Just as Good" as HORLICK'S, the Original

Moore's Air-Tight Heater—Saves Fuel

Healthful Heating

Moore's Air-Tight Heater is a very handsome stove, and adds another touch of comfort and beauty to the home. It is built to heat on the same plan as a furnace which heats and circulates warm air in the house.

Leading experts in heating and sanitary engineering unitedly agree that circulating warm air is the proper and most healthful manner of heating, and many schoolhouses are required to be warmed that way.

Moore's Air-Tight Heater in the home means warm floors and happy, healthy children.

MOORE'S AIR-TIGHT HEATER

WILL KEEP YOU WARM

Buy it and be comfortable



Heats the Upstairs

In nearly every home there is a hall or room upstairs you would like to heat.

Moore's Air-Tight Heater is built to do this without interfering with heating down-stairs. On the top of every stove is a collar and a large heating pipe can be attached to it and run to a register plate in the ceiling and a large volume of heat carried to the upper part of the house, thereby greatly adding to the comfort of the family.

Makes an even Temperature in all the Rooms.

Clothing & Furnishings

THAT FIT A MAN'S PERSONALITY IN HIS EVERY MOOD

STYLE VALUE WEAR

Everything you expect in a first-class men's store is here at a

RIGHT PRICE

E. R. STEAN

"The Home of Continental Clothes"

218 West Central

Phone 335

KAPPLE Furniture Co.

First Store on East Central

Open an Account With Us. IT'S EASY TO PAY THE KAPPLE WAY

Place Your Save Order Before the Rush. IT'S EASY TO PAY THE KAPPLE WAY